

*art sport
heritage play*

worcestershire cultural strategy 2009-2013

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A volunteer working at the County Museum, Hartlebury

‘There are 26 museums, and 1 mobile museum
visited by more than 300,000 people each year’

foreword

I'm proud to present the Worcestershire Cultural Strategy, 2009-2013.

Our vision is simple: 'A county with safe, cohesive, healthy and inclusive communities, a strong and diverse economy and a valued and cherished environment'. The Strategy affirms Worcestershire's commitment to culture.

Culture is fundamental to quality of life, sense of place, and a flourishing County. Moreover, people's understanding of a place is shaped by its unique cultural character. Culture is so much part of the choices people make every day that it's sometimes easy to forget that our cultural life needs to be planned, resourced, championed, sustained and debated.

Worcestershire has outstanding natural, cultural and historic assets, including Malvern Hills Area of Outstanding Natural Beauty, Worcester Cathedral, the birthplace of A. E. Housman and Motion Analysis Research & Rehabilitation Centre at University of Worcester. The County has experienced and committed cultural organisations, as well as a strong tradition of participation. Above all, there are creative, imaginative, and passionate people working in every field of culture, with more and more of them achieving great success.

Through the Cultural Strategy, the cultural sector can share its priorities, improve what it does, and help raise the cultural aspirations of everyone in the region.

We have worked hard to develop the Strategy as a Theme Group, and all the Theme Group members fully and firmly support this work. I'd like to thank all of the partners who have enabled this journey to begin so decisively.

I believe this is an ambitious leap forward for Worcestershire. To deliver the defined outcomes during the life of the Strategy, the cultural sector must work with key partners on the right actions. It is this work which will drive our County to a new place - a place of choice, where culture is at the centre of everyone's life.

Councillor Rob Adams
Chair, Cultural Theme Group

**'£2.4 million has been
invested in supporting
children's play since 2007'**

The Secret Garden for the Big Draw in Baxter Gardens, Kidderminster

introduction to the county

The Worcestershire “Story of Place”.

The County of Worcestershire is located in the heart of England. Worcestershire has a population of 542,238 people (mid-year 2001). It comprises six Districts: Bromsgrove, Malvern Hills, Redditch, Worcester City, Wychavon and Wyre Forest. Though agricultural land and open countryside dominate the landscape, it is also home to the major urban centres of Worcester, Redditch, Kidderminster, Bromsgrove, Malvern, Droitwich, Evesham and Stourport-on-Severn. 64% of the total population live in these areas. It is adjacent to the major West Midlands conurbations. There are 161 town and parish councils in the county, although the urban areas of Bromsgrove, Kidderminster, Redditch and Worcester are largely unparished.

The population of Worcestershire is projected to grow over the next 10 years. By 2011 it is estimated that 554,814 people will be living in the County. This represents a growth rate of 0.21% per annum. The highest rate of growth is expected to be in the 65+ age band. Redditch has the highest proportion of residents aged 17 or under at 24%, whilst Malvern Hills District has the highest proportion of the population aged 65+, with 15% of the population falling within that age bracket.

The County also has settled communities, established over forty years, of people originally from the Indian sub-continent, mainly from Pakistan and Bangladesh. The longest-established minority community is the travelling community, with some local families having lived in Worcestershire for several hundred years. In total 2.5% of Worcestershire’s population are from ethnic groups. The Borough of Redditch has the highest proportion of people defining themselves as “non-white” according to the 2001 Census, (5.2%) whilst Wychavon has the lowest, (1.2%).

Economic activity rates of the working age population are high in Worcestershire in comparison to the West Midlands and the United Kingdom. In May 2002 it was estimated that 272,000 people, 83% of the working age population, were economically active. At the same time, some 5,652 people were claiming unemployment related benefit in Worcestershire, which equates to 2.1% of the working age economically active population. This is lower than the rest of the West Midlands and the United Kingdom. Of those who are unemployed, 24% are aged 16-24 (slightly below the national average) and 25% of the unemployed people have been out of work for more than six months (defined as long term unemployed). This is significantly lower than the national average.

Culture

Access to culture, leisure and recreation has a key role to play in enhancing the quality of life in Worcestershire. Cultural and recreational activity have a positive impact on the way that people feel about the place that they live, as well as having personal benefits to individuals in terms of improved health, confidence, and providing opportunities for learning and self expression.

Most residents are very positive about Worcestershire. 80% think that they enjoy a good lifestyle. People in towns feel reasonably well catered for in all sorts of activities, and 74% of the population believe that the Worcestershire quality of life is good for families.

There is however much lower satisfaction with quality of life for those aged 16-34 and for households without cars. Some people in the rural areas have many fewer cultural opportunities, citing insufficient information, poor transport and high costs as deterring them from taking part in activities.

There is a lack of funding to pay for cultural and other development, and a shortage of activities aimed at young people and families. People recognise that a large amount of money is generated by culture, which helps to support the local economy, but they want to strike a balance between attracting visitors and keeping life enjoyable for residents.

Worcestershire must do more so that people can take part in arts, sports, heritage and countryside activities. The Citizens Survey panel listed access to the countryside amongst the top three most important things about where they live and access to Country Parks, Picnic Sites and Public Footpaths was listed amongst the top three most important facilities in the county. The 2012 London Olympics and Paralympics offers Worcestershire cultural opportunities, and also in terms of improved health, business, volunteering and tourism.¹

¹ Sustainable Community Strategy for Worcestershire 2008-2013

‘Tourism is worth £422 million to the county economy, bringing in 10 million visitors per year’

scope of the strategy

Definition of culture

The definition of culture to be used as a starting point is that outlined by the Department of Culture, Media and Sport:

- the performing and visual arts, craft, and fashion
- the creative industries
- museums, artefacts, archives and design
- the built heritage, architecture, landscape and archaeology
- sports events, facilities and development
- parks, open spaces, wildlife habitats, water environment and countryside recreation
- children's play, playgrounds and play activities
- festivals and attractions
- informal leisure pursuits ⁽²⁾

² DCMS Culture on Demand

Values

The Worcestershire Partnership has agreed the following values. These values apply to all partners in their work for the Worcestershire Partnership. The **values underpin** everything we do.

In all our work and planning we will:

- Provide for the needs of all groups in society
- Treat people with equality and value diversity
- Build strong, cohesive communities and promote good community relations
- Remove barriers that prevent individuals from reaching their full potential
- Intervene early to prevent problems from becoming entrenched
- Take account of the needs of future generations
- Actively seek ways in which to improve people's health and well-being
- Work in partnership with others
- Provide high quality and value for money services
- Involve and listen to local people and local communities – these could be geographical communities or communities of interest
- Promote Worcestershire on the regional, national, European and international stage and maximise the opportunities available to the county ⁽¹⁾

¹ Sustainable Community Strategy for Worcestershire 2008-2013

Appendix 1

MHDC Summer Sports Camp at the Malvern Grove

‘There are 914 sports clubs,
supported by over 18,000 volunteers’



strategic context

Partnership Towards Excellence - Sustainable Community Strategy for Worcestershire 2008-2013

The Sustainable Community Strategy for Worcestershire sets out an overarching vision for life in Worcestershire up to 2013. The Strategy is an overarching document that is supported and delivered through a whole range of local plans, strategies and delivery agencies. The Strategy has been produced by the Worcestershire Partnership. This is the body that brings together local government, public services such as health, learning providers, police and probation, our diverse and vibrant voluntary and community sector and local businesses within Worcestershire. The role of the Partnership is to deliver a vision for the future of Worcestershire that meets the aspirations of local people and which promotes the social, economic and environmental well-being of the County.

The Strategy addresses the following **six themes**:

- Communities that are safe and feel safe
- A better environment for today and tomorrow
- Economic success that is shared by all
- Improving health and well-being
- Meeting the needs of children and young people
- **Stronger communities - covering a range of issues including housing, culture and volunteering**

These themes reflect the major concerns that have been voiced by local residents through an audit of consultation exercises carried out by partners over the last two years. It focuses on what they have told us is important. There are also **three cross-cutting themes** that underpin this Community Strategy. These are tackling the challenges of climate change, community engagement and promoting community cohesion. These themes act as a 'golden thread' that runs through the whole strategy.

Stronger Communities

The Stronger Communities theme differs from others in the Community Strategy in that it brings together five discrete outcomes, which taken together with the other themes in the strategy, are key in shaping the places that people live – and their experience of living in them. The Stronger Communities section deals with housing need and mix, increasing opportunities for participation in **cultural** and volunteering opportunities, addressing income deprivation and improving the passenger transport network.

Priority Outcomes

1. To provide decent, appropriate and affordable housing that meets the diverse needs of Worcestershire
2. **To improve quality of life in Worcestershire by providing vibrant cultural and sporting opportunities for all**
3. To support effective volunteering that is accessible to all
4. To reduce income deprivation including child and pensioner poverty
5. To deliver an accessible, affordable, safe, convenient, sustainable and integrated passenger transport network ⁽¹⁾

¹ Worcestershire Sustainable Community Strategy 2008-2013

Appendix 1

Searching the archives at Worcestershire Record Office



'Worcestershire has 900 years of archive records, which are visited by nearly 90,000 people each year. 25% of visitors come from outside the county and overseas.'

culture

Why is this outcome a priority?

Access to culture, leisure and recreation has a key role to play in enhancing the quality of life in Worcestershire. Recent government research ¹ shows that **cultural and recreational activity** has a positive impact on the way that people feel about the place where they live, as well as having personal benefits to individuals in terms of improved health, confidence, independence and providing opportunities for learning and self expression. Culture has a significant role to play in **regeneration and boosting the economy**, for example through the creative industries.

Actions over the next five years

- Through the countywide network of facilities and services, engage adults onto a wide range of high quality, challenging and inspiring learning opportunities to enhance the intellectual and emotional well-being and economic prosperity of individuals, society and for community cohesion.
- Use innovative ways to broaden access to Worcestershire's heritage (museums, archaeology and archives) for everyone in the county to develop a sense of place and identity and a pride in where they live.
- Enable all children and young people to access quality sport and play opportunities through the direct provision of facilities and services and the implementation and delivery of Worcestershire Play Strategy and Physical Education and School Sport Club Links Strategy and associated district action plans.
- Work closely with professional and voluntary arts organisations and individuals to develop and enable a wide range of opportunities for all people in Worcestershire to take part in the arts in all its forms.
- Maintain and where possible improve standards on parks and countryside sites and routes through the implementation of the Worcestershire Countryside Access and Recreation Strategy and the Rights of Way Improvement Plan.
- Directly provide, or assist the voluntary sector in providing, high quality leisure events for our local communities.
- Continue to support and recognise the significant contribution that our thriving voluntary and community sector makes to culture across Worcestershire, through the provision of grants, facilities, promotion and publicity of activities, information, advice and guidance appropriate to the array of clubs, organisations and groups within the county.

Benefits to Worcestershire

- There will be more opportunities for people to enjoy and participate in cultural activities
- People will feel more able to participate in society with improved confidence, health or education as a result of involvement in a cultural opportunity
- There will be increased quality of, and access to, the natural environment
- Worcestershire will benefit economically through increased tourism
- People will be better able to understand others through arts and culture, contributing to community cohesion
- The cultural heritage of Worcestershire will be preserved for future generations to enjoy ²

¹ Sustainable Community Strategy for Worcestershire 2008-2013

² Culture on Demand, 2007, DCMS

Walkers at Hurcott Woods, near Kidderminster

**'There are 1,022 listed buildings,
182 scheduled monuments, 131 conservation areas
and 17 registered parks and gardens'**

monitoring & evaluation

The Single Set of National Indicators

The new indicator set for Local Area Agreements consists of 198 indicators. Local Authorities and Local Strategic Partnerships will be monitored on their performance against each of these performance indicators through the Comprehensive Area Assessment. However, improvement targets for up to 35 of the indicators will form the basis of Local Area Agreements.

Of the 198 national indicators four relate directly to culture and three will require a significant contribution from culture to help deliver three specific outcomes.

Table 1: Culture related National Indicators

Outcome	National Indicator
Stronger communities	Adult participation in sport and active recreation (NI 8)
	Use of public libraries (NI 9)
	Visit to museums and galleries (NI 10)
	Engagement in the arts (NI 11)
	Participation in regular volunteering (NI 6)
Children and young people (be healthy)	Children and young people's participation in high quality PE and sport (NI 57)
Children and young people (make a positive contribution)	Young people's participation in positive activities (NI 110)

There is a range of further indicators where locally culture can contribute to other outcomes, for example:

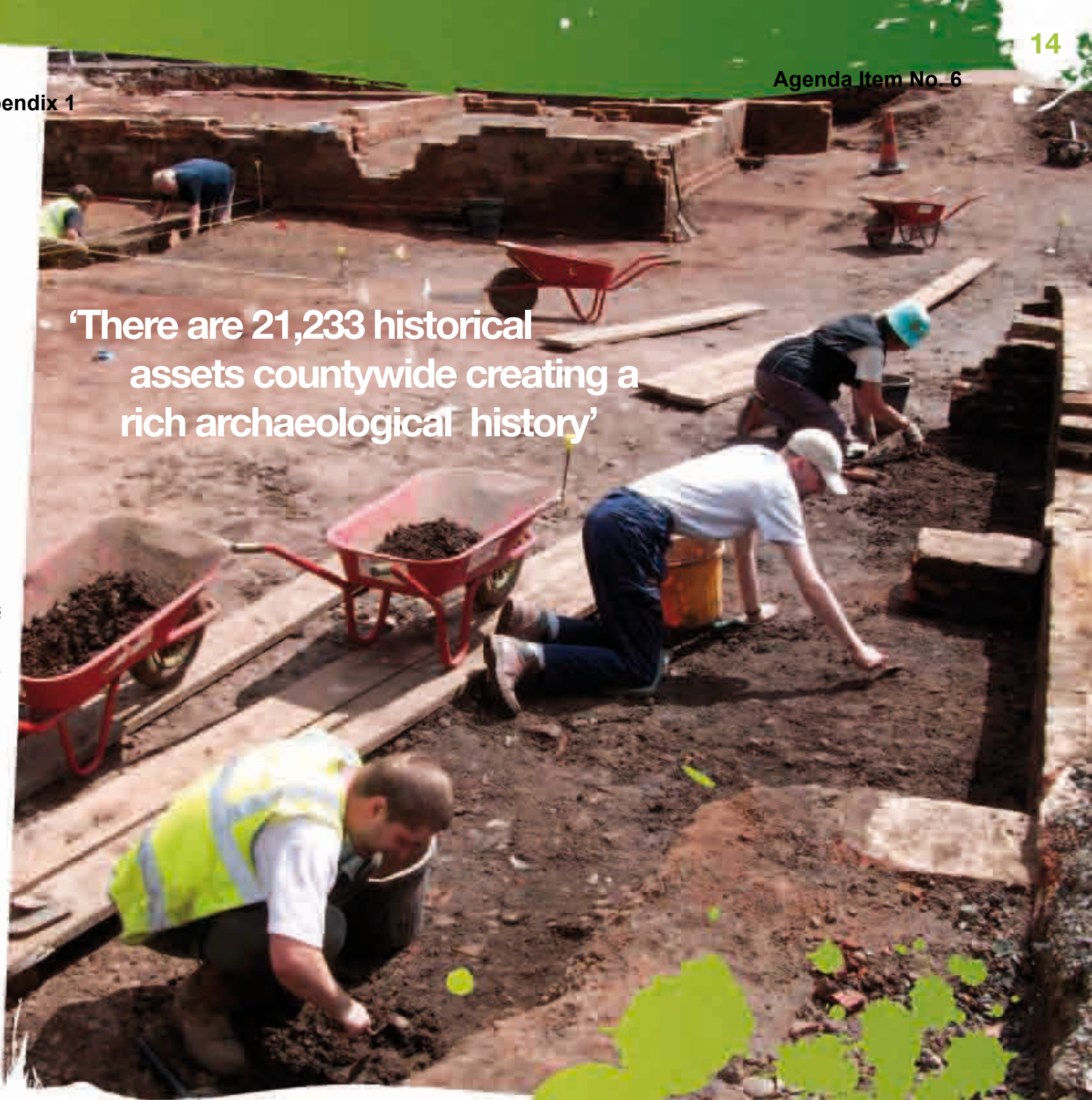
Table 2: National Indicators where culture can contribute

Outcome	National Indicator
Stronger communities	Overall/general satisfaction with local area (NI 5)
	Environment for a thriving third sector (NI 7)
Children and young people (be healthy)	Obesity among primary school age children in reception year (NI 55)
	Obesity among primary school age children in year 6 (NI 56)
Adult health and well being	Self reported measure of people's overall health and well being (NI 119)
Local economy	Satisfaction of businesses with local authority regulation services (NI 182)

3 The New Performance Framework for Local Authorities and Local Authority Partnerships: Single Set of National Indicators, October 2007

Appendix 1

Staff and volunteers working together at the Butts Archaeological Dig, Worcester



‘There are 21,233 historical assets countywide creating a rich archaeological history’



Appendix 1

Child visiting Bromsgrove Library

‘There are 25 public library service points, and 6 mobile libraries, with 350 public access computer terminals in 21 of our public libraries’

Worcestershire’s Local Area Agreement outcome targets

The table below sets out the 29 priority outcomes that the Sustainable Community Strategy will address.

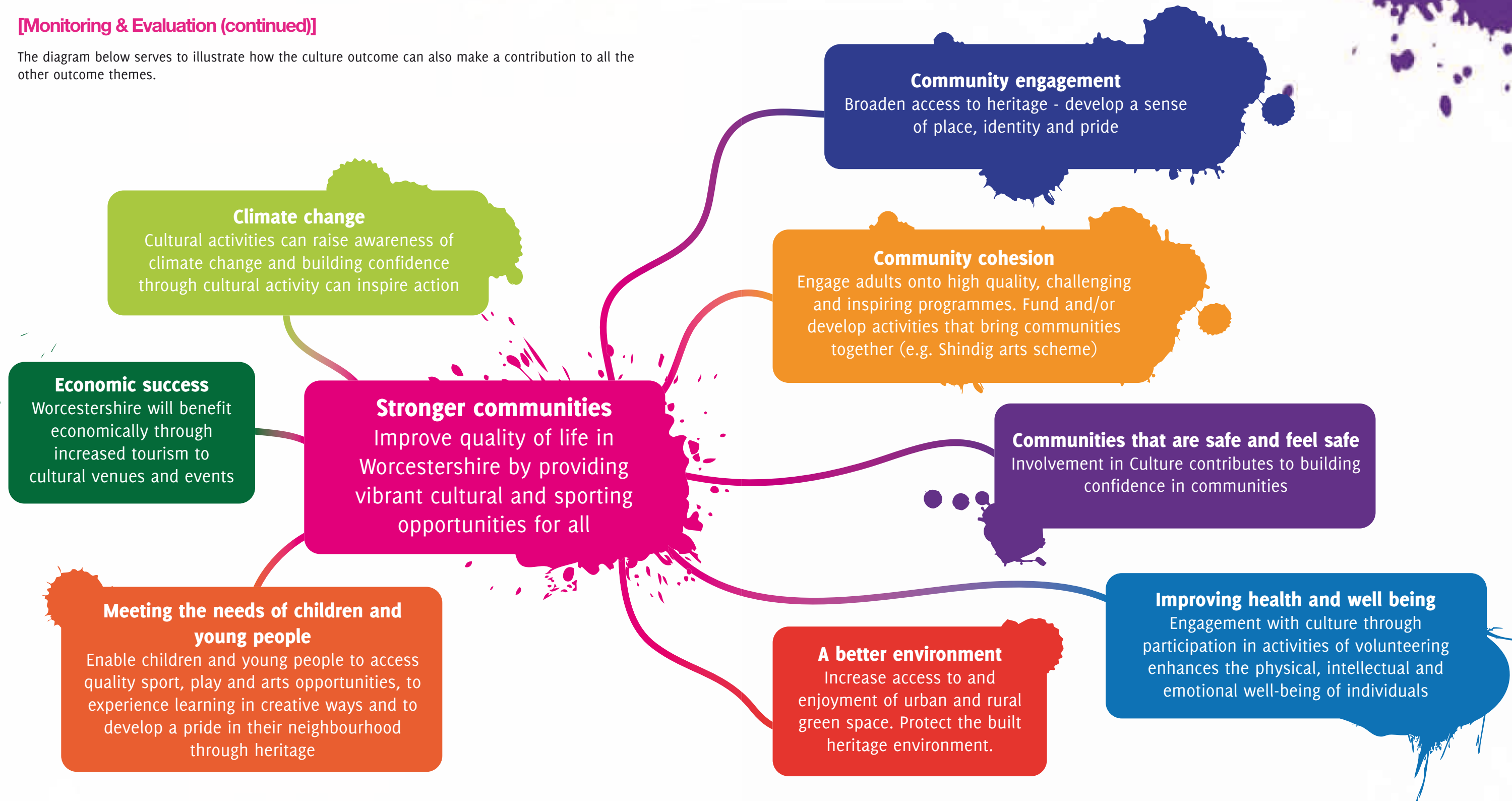
Table 3 : Priority Outcomes for Worcestershire’s Sustainable Community Strategy

Tackling the challenges of climate change <ul style="list-style-type: none"> - To raise awareness of the issues of climate change - To reduce harmful climate change causing gas emissions across the county - To assist adaptation to the impacts of climate change on the county
Community engagement <ul style="list-style-type: none"> - To empower local people to have a greater choice and influence over local decision making and a greater role in the planning, design and delivery of public service
Community cohesion <ul style="list-style-type: none"> - To build more inclusive communities - To improve integration in our communities
Communities that are safe and feel safe <ul style="list-style-type: none"> - To continue to improve community safety and build confidence in communities - To reduce the harm caused by illegal drugs and alcohol
A better environment for today and tomorrow <ul style="list-style-type: none"> - To enhance Worcestershire’s countryside and urban green space and appropriate access to them while protecting the natural and historic environment - To maximise the diversion of waste away from landfill through prevention, re-use, recycling/composting and recovery - To address issues of water quality, supply, and consumption and land drainage in Worcestershire - To increase energy efficiency and increase the proportion of energy generated from renewable sources
Economic success that is shared by all <ul style="list-style-type: none"> - To promote technology-led growth benefiting all sectors and parts of the county - To support the sustainable development of the county through infrastructure development (in particular transport infrastructure) and establish Worcester as a growth point - To remove barriers to employment and improve skills - To ensure that Worcestershire’s economic interests are effectively represented at all levels
Improving health and well-being <ul style="list-style-type: none"> - To support adults to lead healthy lifestyles - To reduce health inequalities - To improve the quality of life and independence of older people and those with a long-term illness - To improve mental health and well-being
Meeting the needs of children and young people <ul style="list-style-type: none"> - To support children, young people and families to lead healthy lifestyles - Identify and deal effectively with bullying, and support all children, young people and families who have been affected by it - To raise the educational achievement of all children and young people - To ensure children, young people and their families have access to positive things to do and enjoy in their communities
Stronger communities <ul style="list-style-type: none"> - To provide decent, appropriate and affordable housing that meets the diverse needs of Worcestershire - To improve quality of life in Worcestershire by providing vibrant cultural and sporting opportunities for all - To support effective volunteering that is accessible to all - To reduce income deprivation, including child and pensioner poverty - To deliver an accessible, affordable, safe, convenient, sustainable and integrated passenger transport network

Although these outcomes are presented thematically here, in reality many of them have an impact on each other. There are many examples of how one priority outcome will make a contribution to meeting that expressed in another.

[Monitoring & Evaluation (continued)]

The diagram below serves to illustrate how the culture outcome can also make a contribution to all the other outcome themes.



[Monitoring & Evaluation (continued)]
Delivering the Cultural Benefits/Outcomes to Worcestershire

Benefit/Outcome	Delivery Plan
There will be more opportunities for people to enjoy and participate in cultural activities	Worcestershire Play Strategy & District Play Action Plans Herefordshire & Worcestershire Sports Partnership Business Plan Libraries & Learning Business Plan Worcestershire Arts Strategy Countryside, Access & Recreation Strategy Worcestershire Volunteering Strategy Worcestershire 2012 Olympic Games Legacy Action Plan Rights of Way Improvement Plan
People will feel more able to participate in society with improved confidence, health or education as a result of involvement in a cultural opportunity	Worcestershire Play Strategy & District Play Action Plans Herefordshire & Worcestershire Sports Partnership Business Plan Libraries & Learning Business Plan Countryside, Access & Recreation Strategy Worcestershire Arts Strategy Worcestershire Volunteering Strategy Worcestershire 2012 Olympic Games Legacy Action Plan Rights of Way Improvement Plan
There will be increased quality of, and access to, the natural environment	Countryside, Access & Recreation Strategy Worcestershire Play Strategy & District Play Action Plans Rights of Way Improvement Plan
Worcestershire will benefit economically through increased tourism	Worcestershire Economic Strategy Destination Worcestershire Action Plan
People will be better able to understand others through arts and culture, contributing to community cohesion	Worcestershire Arts Strategy Libraries & Learning Business Plan
The cultural heritage of Worcestershire will be preserved for future generations to enjoy	Worcestershire Heritage Partnership Action Plan

Measuring Success

In order to measure success, a number of outcomes are attached to each work strand, with accompanying indicators to enable the level of achievement to be monitored.

Facility and service standards - accreditation

The library benchmark, Quest, Clubmark, Green Flag, Museum Accreditation and the Visitor Attraction Quality Assurance Scheme all play an important and valuable role in improving the standards of service offered to the public.

Self Improvement Schemes

The Regional Cultural Commentary for Worcestershire, coordinated by the Government Office and involving Arts Council, Sport England, Museums Libraries Archives (MLA), Play England and the Regional Cultural Consortia, will help to improve relationships and alignment of strategic priorities. The Passion for Excellence Self Improvement Strategy, designed by Improvement & Development Agency (I&DeA), is a self-improvement toolkit for the cultural sector and will be utilised by the Cultural Theme Group.

Usage/Audience Development/Participation Figures

The data for the National Indicator Set will be collected through a national Active People Survey, so the criterion will be on how many people say they have used libraries, not the data library services have collected. It is therefore intended that the facility and service information will be collected to support the evidence derived from the Active People Survey.

Evidence based impact studies

The Cultural Theme Group will build up a more comprehensive evidence base using qualitative evidence and case studies, thus better demonstrating and advocating the value of culture in the future.

Appendix 1

Seckou Keita Quintet performing as part of the Shindig Rural Touring Scheme





Chinese New Year Celebrations in Broadwaters Park, Kidderminster

‘There are 10 professional theatres/performance spaces and approximately 80 amateur spaces’

getting involved

During consultation a range of individuals and organisations helped shape this Strategy by contributing important ideas. People who work in the cultural sector and in other fields can play an ongoing role in supporting the Cultural Theme Group and the whole cultural sector, in delivering the Strategy outcomes.

The Cultural Theme Group needs your help to implement the Strategy. It is only by linking your plans and programmes to the Strategy themes and by directing your resources towards the outcomes, that the vision will be met.

To get involved, please contact the persons below. Ideas that can contribute to the delivery of the Strategy are welcomed.

For further information about the Cultural Strategy contact - Cultural Services

Worcestershire County Council, County Hall, Spetchley Road, Worcester WR5 2NP

Tel 01905 763763

worcestershirehub@worcestershire.gov.uk

For further information about the Worcestershire Partnership contact - Worcestershire Partnership

County Hall, Spetchley Road, Worcester WR5 2NP

Tel 01905 728740

worcestershirepartnership@worcestershire.gov.uk

Or visit the Worcestershire Partnership website:
www.worcestershirepartnership.org.uk

Cultural Theme Group member organisations:

Bromsgrove District Council
Government Office West Midlands
Herefordshire & Worcestershire County Sports Partnership
Malvern Hills District Council
Redditch Borough Council

Worcester City Council
Worcestershire Infrastructure Consortium
Worcestershire County Council
Wychavon District Council
Wyre Forest District Council

References

1. Sustainable Community Strategy for Worcestershire 2008-2013
2. Culture on Demand, 2007, DCMS
3. The New Performance Framework for Local Authorities and Local Authority Partnerships: Single Set of National Indicators, October 2007

